

LENGTH OF TIME USING REGULAR BRAND

	AGE			
	18 - 24	25 - 29	30 - 34	35 - 39
	N = 81 %	36 %	24 %	22 %
Less than 1 year	10	8	4	14
More than 1 year - 2 years	12	6	13	9
More than 2 years - 4 years	29	14	29	9
More than 4 years - 6 years	22	19	4	14
More than 6 years - 8 years	16	17	9	18
More than 8 years - 12 years	10	19	29	14
More than 12 years	-	14	8	13
Don't know	1	3	4	9

QUESTION: How long have you been using (BRAND)?

Table 5

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